

## ABSTRACT

The present invention relates to a personal care composition comprising at least one hydroxyalkylurea in combination with at least one other moisturizing agent in a synergistically moisturizing effective ratio, which provides not only the perception of moisturization, but also actual increased moisturization efficacy. Such personal care compositions provide an enhanced smooth feel as well as enhanced flexibility, elasticity, suppleness and firmness without leaving a heavy or greasy feel.